

CITY OF HAYWARD

REDEVELOPMENT DIRECTOR

DEFINITION

To plan, direct, supervise and coordinate the activities of the Redevelopment Agency. The position exercises a high degree of independent judgment in completing major projects affecting the economic and social well being of the City.

SUPERVISION RECEIVED AND EXERCISED

Receives general direction from the Community and Economic Development Director.

Provides supervision to professional, technical, and clerical staff.

ESSENTIAL DUTIES

1. Directs and participates in the development and implementation of goals, objectives, policies, and priorities of the Redevelopment Agency.
2. Administers and directs the Redevelopment Program for the City, including design, implementation and monitoring of redevelopment activities, and acts as project manager for difficult and complex assignments.
3. Oversees the establishment of redevelopment project areas, including blight documentation, financial feasibility, public participation, fiscal review negotiations, plan preparation and processing.
4. Directs the property acquisition, relocation and property management functions of the Agency.
5. Manages developer selection processes and represents the Agency in negotiations with developers for exclusive negotiation, disposition and development, and other agreements.
6. Oversees review of development proposals submitted by developers or referred by Planning Department and responds to inquiries regarding development requirements.
7. Directs research, performs analyses and makes recommendations on various redevelopment matters, including legislative analyses and recommendations.

ESSENTIAL DUTIES (continued)

8. Confers with general public, community groups, City Council (Redevelopment Agency), advisory bodies and City staff regarding redevelopment programs. Serves as principal staff to Council Downtown Committee.
9. Prepares written reports, including maps and graphic representations, and makes public presentations.
10. Performs general administrative activities including preparation and administration of budgets, cost estimates, data evaluation, contracts, resolutions, correspondence and related materials.
11. Coordinates, trains, supervises, and evaluates staff.
12. Coordinates Agency programs with other City departments, divisions, and sections and with outside agencies.
13. Selects and oversees use of consultants and outside professional services.

OTHER JOB RELATED DUTIES

1. Performs related duties as required.

JOB RELATED AND ESSENTIAL QUALIFICATIONS

- A. California Community Redevelopment Law and redevelopment practices.
- B. Urban planning, urban design, and research concepts and methods.
- C. Real estate development economics, financial analysis and public/private development structures.
- D. Property acquisition and relocation laws and guidelines.
- E. Negotiating techniques and ability to apply techniques to a negotiation process.
- F. Principles and practices of management and supervision.

Knowledge of (continued):

G. Function, principles, practices and techniques of public administration.

Ability to:

H. Accurately interpret laws, ordinances, regulations, maps, plans and development documents.

I. Work on several assignments and adjust priorities as directed.

J. Communicate clearly and concisely, orally, visually and in writing.

K. Work effectively within a team environment, and establish and maintain cooperative working relationships.

L. Perceive responsibilities within the context of citywide goals and objectives and to approach assignments with a customer oriented focus.

EXPERIENCE AND TRAINING

Any combination of experience and training that could likely provide the required knowledge and abilities would be qualifying. A typical way to obtain the knowledge and abilities would be:

Experience:

Five years of recent progressively responsible professional experience in public redevelopment, city planning, economic development, or in private sector development or redevelopment, including three years of experience in the administration of redevelopment programs.

Training:

Graduating from an accredited college with a Bachelor's Degree in planning, architecture, economics, or public or business administration. A graduate degree in an appropriate field may be substituted for one year of experience.

SPECIAL REQUIREMENTS

Essential duties require the following physical abilities and work environment: The ability to operate and maneuver in a standard office environment including the ability to direct staff. The ability to make presentations to the City Council.

PROBATIONARY PERIOD: One Year.

795CS93

June 1990

Revised September 1993

APP GROUP: 1

FPPC STATUS: Designated

FLSA STATUS: Exempt